

Beer, Wine & Mixed Spirit Drink Label Registration

Pursuant to Rule 436.1611 and Rule 436.1719, all beer, wine and mixed spirit drink products sold in Michigan must have label approval from the Bureau of Alcohol, Tobacco & Firearms (“BATF”), and must be approved by the Michigan Liquor Control Commission (“Commission”) before the alcoholic beverage is offered for sale in Michigan.

Michigan Regulations cite Federal Regulations relative to labeling of alcoholic beverages. Therefore, all alcoholic beverages must be labeled in accordance with BATF regulations. Michigan Rules allow the Commission to disapprove any beer, wine, mixed spirit drink or spirit label that is deemed to promote violence, racism, sexism, intemperance, or intoxication or to be detrimental to the health, safety, or welfare of the general public.

Label Registration Procedure:

- Licensed supplier submits an approved copy of Certificate of Label Approval from the BATF and one set of loose labels for each brand/type to be sold in Michigan. Loose labels may be omitted if not readily available and if the label copy on the Certificate of Label Approval is clearly legible.
- Labels and BATF Certificates of Label Approval are reviewed by Commission staff for compliance with BATF and Commission regulations.
- If approved, a copy of BATF Certificate of Label Approval is returned to supplier with Michigan Registration Number stamped on it. If denied, a copy of the Commission Denial Order is forwarded to the supplier with information on appeal procedure.
- Cider and other wine products whose alcoholic content are less than 7% do not require a BATF Certificate of Label Approval. To register such wines whose alcoholic content is less than 7% alcohol by volume, the supplier needs to submit a cover letter along with one set of loose labels. Labels for such products must comply with FDA labeling requirements.
- There is no fee to register beer, wine or mixed spirit drink products in Michigan.

Mandatory Wine & Mixed Spirit Drink Label Information:

- Brand name listed.
- Class, type or, in lieu of, a truthful and adequate statement of composition shall appear on the brand label of the product.
- Name and Address:
 - American Wine - name of bottler or packer and place (state and city) where bottled or packed/or the name, registry number and state where premises are located. Name must be preceded by the words: “Bottled by” or “Packed by”.
 - Imported Wine - must state the words “Imported by” or a similar appropriate phrase approved by BATF, and immediately thereafter the name of the permit holder who is the importer agent or sole distributor together with the principal place of business in the United States.
- Alcohol content must be listed in accordance with BATF standards. Table Wine containing alcoholic content between 11% and 14% doesn’t have to list the alcohol content; just listing “Table Wine” is adequate.
- Net contents.

Mandatory Beer Label Information:

- Brand name listed.
- Class, type or, in lieu of, a truthful and adequate statement of composition shall appear on the brand label of the product.
- Name and address:
 - American Beer - name of bottler or packer and place (state and city) where bottled or packed.
 - Imported Beer - must state the words “Imported by” or a similar appropriate phrase approved by BATF, and immediately thereafter the name of the permit holder who is the importer, agent or sole distributor together with the principal place of business in the United States.
- Net contents.
- Alcoholic content on beer labels is not required in Michigan; however, labels may indicate alcohol as a percentage by volume.

Bottle Bill Information: (MCL 445.571 – MCL445.576)

Michigan statute requires certain beverages sold in containers of one (1) gallon or less to have a 10-cent deposit on them. A beverage is defined by MCL 445.571(1)(a) as: **“Beverage” means a soft drink, soda water, carbonated natural or mineral water, or other nonalcoholic carbonated drink; beer, ale, or malt drink of whatever alcoholic content; or a mixed wine drink or a mixed spirit drink.** Therefore, all beverages meeting the definition of Section 571(1)(a) and sold in containers of one (1) gallon or less must be labeled with a Michigan 10-cent refund somewhere on the container. The 10-cent deposit information may be embossed directly on the container itself, or may be printed on the primary label, or printed on a back label, or printed on a separate label. The deposit information may not be on a removable cap. “Michigan” may be spelled out completely or may be abbreviated “MI” or “MICH”. While there is no size requirement for the deposit information lettering size, the deposit information must be legible to consumers.